



ILLUSTRATE THE CURRENT JOURNEY

This worksheet will help you depict the experience or journey that your potential customers go through today - with whatever products, services or experiences they currently use to meet their needs. Then, by reviewing key moments of the current experience, you can expose pain points and unmet needs, which become opportunities for design.

1	Storyboard the current experience	<i>Sketch and describe the step-by-step experience people go through today. Keep in mind that the experience may include digital & physical interactions, service moments.</i>	<i>Draw what people are doing, thinking, saying and feeling when possible - stick figures are ok!</i>
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1.

2.



3.

4.

5.



2

Identify where the experience could be better

On the left-hand side, list those moments, focusing on the lowest points of the experience or the most important moments in the journey. Then on the right-hand side, list any ideas that come to mind for how you could design a better experience. (These could be thought-starters for later brainstorming, or could even jump-start some prototypes.) Now, go back and indicate where you

observed unmet needs or painful parts of the process where the experience could be made better. On the left-hand side, list those moments, focusing on the lowest points of the experience or the most important moments in the journey. Then on the right-hand side, list any ideas that come to mind for how you could design a better experience.

PROBLEMS, UNMET NEEDS:

IDEAS FOR A BETTER EXPERIENCE?

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